

DOCKET SECTION

BEFORE THE
POSTAL RATE COMMISSION
WASHINGTON, D.C. 20268-0001

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DOCKET NO. R97-1

**Supplemental Response of Magazine Publishers of America
Revising February 5, 1998, Responses to USPS/MPA-2-33**


(February 18, 1998)

Pursuant to Special Rule 2C, Magazine Publishers of America (MPA) submits herewith its supplemental response to interrogatories USPS/MPA-2-33, propounded by the USPS on January 22, 1998 and answered by MPA on February 5, 1998.

On February 5, 1998, Magazine Publishers of America filed "Institutional Responses of Magazine Publishers of America to Interrogatories of United States Postal Service (USPS/MPA-1-34)". Pursuant to an understanding reached by MPA counsel and Postal Service counsel, MPA responded to USPS/MPA-2-33 by providing a document composed of seven pages designated "Magazine Publishers of America Responses to USPS/MPA-2-33", consisting of a copy of a confidential survey conducted by MPA of its members, the "1997 MPA Postal Profile", with results of the survey reported in the aggregate. Errors in that document have since been discovered and corrected.

Virtually all of the aggregate results of the survey are changed to some degree as a result of the corrections. Therefore, MPA today is submitting a complete, corrected "1997 MPA Postal Profile" document as a complete replacement for the "1997 MPA Postal Profile" document which was attached to and made part of MPA's February 5, 1998 responses to USPS/MPA-2-33. The revised document as attached hereto replaces in its entirety the document filed as an attachment to the responses to USPS/MPA-2-33 filed on February 5, 1998.

Respectfully submitted,



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Magazine Publishers of America
Responses to USPS/MPA-2-33

1997 MPA POSTAL PROFILE

[Consisting of 7 pages]

1997 MPA POSTAL PROFILE

1997 MPA Postal Profile

March 1997

Name of Company	<u>163 Total Respondents</u>	
Name of Publication		
Postal Manager		
Person Completing Survey		
Telephone Number		FAX
E-Mail Address		

1. Periodical class subclass: Regular Rate (143) Nonprofit (17) Classroom (2) Within County (1)
2. Number of issues in 1996: Median (12) Mean (14.5)
3. Total circulation in 1996 (for the 161 respondents to this question):

		Foreign		
	Domestic	Canada	Mexico	Other
Mailed				
Subscriber	2,381,487,886			
Requester	70,152,560			
Other (e.g., samples or bulk mailings to retail outlets)	20,228,910			
Alternate Delivery	22,116,214			
Newsstand Sales	433,429,747			
Returns/Other Copies	486,662,466			
Total Print Order	3,414,077,783			

4. Average percentage of content in 1996 (on a pound basis):

Nonadvertising 53.9% + Advertising 46.1% = 100% (Median)

Nonadvertising 54.9% + Advertising 45.1% = 100% (Mean)

5. Average weight per copy, in pounds, in 1996 (e.g., 7 ounces = .4375 pounds):

0 . 5 3 5 8 pounds (mean response for all 163 respondents)

1997 MPA POSTAL PROFILE**6. Annual pound distribution of mailed copies in 1996 (for all 163 respondents):**

Zone	Subscriber / Requester Copies	Other Copies	Total Copies	Total Pounds	Advertising Pounds
DD				45,314	24,630
SCF				577,144,842	277,065,117
Z1&2				170,366,726	82,262,077
Z3				105,843,931	47,797,912
Z4				156,007,202	65,253,764
Z5				144,591,971	56,368,033
Z6				34,992,664	12,965,963
Z7				35,779,502	13,314,155
Z8				31,079,287	11,338,374
Total				1,255,851,439	566,390,025

7. Annual piece distribution in 1996 (for all 163 respondents). (Within presort levels A and B, use bundle presort levels to distinguish between 3-digit, 5-digit, and all other. For automation categories, only count pieces that receive the automation discount):

Level	Automation	Number of Copies	Number Qualified Addressed Pieces
Level A			
3-Digit	Nonautomation		
	Automation		
All Other	Nonautomation		
	Automation		
Total Level A	Nonautomation		71,546,610
	Automation		65,690,005
Level B			
3-Digit	Nonautomation		
	Automation		
5-Digit	Nonautomation		
	Automation		
Total Level B	Nonautomation		246,286,546
	Automation		455,688,483
Level C			
	Carrier Route		
	High-Density Walk Sequence		
	Saturation Walk Sequence		
Total Level C			1,529,470,229
Total Levels A, B, and C			2,368,681,873

1997 MPA POSTAL PROFILE**8. Piece discounts per issue - total number of addressed pieces in 1996 entered at:**

Delivery unit rate 26.7 SCF rate 455,167
 (mean response for all 163 respondents)

9. Editorial discount per piece (average for all 163 respondents in 1996): 3.1 ¢

10. Dimensions (in inches):	Median	Max	Min
10a. Height (perpendicular to binding)	<u>8"</u>	<u>13.5"</u>	<u>5.125"</u>
10b. Length (parallel to binding)	<u>10.5"</u>	<u>13.5"</u>	<u>3.75"</u>
10c. Thickness	<u>0.20"</u>	<u>3.1875"</u>	<u>0.0625"</u>

11. Shape: ☐ Flat (152) ☐ If not flat, please specify other 1 (Digest)**12. Is this magazine folded for mailing?** ☐ Yes (2) ☐ No (161)**13. Is this magazine polywrapped for mailing?** ☐ Yes (56) ☐ No (107)

13a. If yes, what percentage of mailed pieces in an average issue is polywrapped? 32.5 %
 (mean percentage for the 56 publications that are polywrapped)

14. Type of Containers for a typical issue (percent of weight not including container weight):

Pallets 90.3% + Sacks 8.4% + APCs 1.3% = 100%
 (mean response for all 163 publications)

15. Number of postal entry points: 59 (mean response for all 163 publications)

15a. If the number of entry points has varied or is expected to vary in the future, please
 provide a range: 303 to 1

16. To save money and achieve better service, publishers may use private transportation to enter magazines closer to the final destination. Please answer the following questions concerning dropshipping:

16a. Do you dropship at least a portion of your magazine? ☐ Yes (94) ☐ No (69)

16b. If yes, what percentage did you dropship in 1996 (in pounds) ? N/A

16c. What was the average cost per issue in 1996 to dropship? \$ 21.102

(mean cost per issue for the 94 respondents that dropship)

16d. Is your magazine merged with other magazines for dropshipping purposes?

☐ Yes (41) ☐ No (97) ☐ Don't Know (25)

17. Some publishers enter publications into the USPS system at the mailer's facility with the USPS providing plant-load service.

17a. Is your magazine plant-loaded? ☐ Yes (129) ☐ No (34)

17b. If yes, is every issue plant-loaded? ☐ Yes (126) ☐ No (3)

How many issues in 1996? 78.0% of all issues for all 163 respondents

17c. On average, what percentage of pieces is plant-loaded? 33.0% of all pieces mailed
(mean response for all 163 respondents)

18. Creating separate editions may raise postage by lowering presort levels if separate editions are not combined for mailing. Do you combine demographic editions for mailing through selective binding or off-line comailing? ☐ Yes (50) ☐ No (113)

18a. If yes, please provide the approximate percentage of pieces combined 81.0 %

18b. Approximate percentage of pieces mailed separately 19.0 %

(mean response for the 50 publications that create separate editions)

19. Postage per issue in 1996:

19a. Average total domestic postage per issue, in dollars: \$ 226,298

19b. Average total foreign postage per issue, in dollars: \$ 6,672

(mean response for the 150 respondents to this question)

20. Please answer the following questions about barcoding:

20a. Does your magazine meet Postal machinability requirements?

☐ Yes (97) ☐ No (28) ☐ Sometimes (27) ☐ Don't know (11)

20b. Please check all that apply for copies not barcoded:

☐ Magazine is over 1 pound (28)

☐ Magazine is tabloid size (8)

☐ Magazine is polywrapped (48)

☐ Portion of mailing carrier route presorted (106)

☐ Portion of mailing includes Level B/carrier route pieces combined on a 5-digit pallet (41)

☐ Not cost effective (5)

☐ Other (please specify) Incomplete or bad addresses, not enough room on labels, bar codes not available for all addresses, magazine doesn't meet current rigidity standards

1997 MPA POSTAL PROFILE

21. Some publishers comail their magazine to achieve higher presort (i.e., copies of a magazine are commingled into 3-digit, 5-digit, and carrier-route packages with copies of other magazines).

21a. Is this magazine comailed with other magazines? ☐ Yes (34) ☐ No (111)
☐ Sometimes (6) ☐ No response (12)

21b. If yes, please indicate off-line or in-line: ☐ Off-line (35) ☐ In-line (3)
☐ No response (2)

21c. How many issues were comailed in 1996? 269 (total comailed issues for all respondents)

21d. What percentage of pieces were comailed in 1996? 3.78 %
 (mean response for all 163 respondents)

21e. If you do not currently comail, or only comail a portion of your issues, please indicate why:

- ☐ Printer does not offer comailing services (66)
If you do not comail because your printer does not currently offer the service, would you comail if the service were available? ☐ Yes (29) ☐ No (37)
- ☐ Timeliness of delivery (39)
☐ Competitive concerns (12)
☐ Not cost effective (32)
☐ Other (please specify) (16)

22. Please provide the following information regarding Standard A (third class) matter (e.g., samples) mailed with all magazines in 1996:

22a. Total postage for Standard A class matter mailed in or with all magazines \$ 4,288,859
 22b. Total number of pieces subject to Standard A piece rates: 24,404,279
 22c. Number of issues containing Standard A class matter 88 (for the 26 publications that sent Standard (A) mail)

(Total figures for all respondents; 27 publications provided Standard (A) postage data and 26 publications provided data on the number of Standard (A) pieces mailed)

22d. Please list the types of Standard A matter mailed with your magazine:

- ☐ Product samples (2)
☐ CD/Diskette (10)
☐ Non-qualifying loose enclosures (13)
☐ Other (please specify) (5)

1997 MPA POSTAL PROFILE

23. Please provide an estimate of the total number of pieces and postage paid by class for all magazines in 1996 (total figures for the 149 respondents to this question):

Class	Total Number of Pieces		Total Postage in 1996	
First	96,640,994	(35)	\$ 27,340,919	(43)
Second (Periodicals)	2,278,469,697	(145)	\$ 522,743,139	(146)
Standard A (Third)	395,173,902	(53)	\$ 78,277,179	(63)
Standard B (Fourth)	107,500	(7)	\$ 426,823	(8)
Total Postage for all classes	2,770,392,093		\$ 628,788,060	

(Number of responses in parentheses)

Please return this survey by April 30, 1997 to:

Rita Cohen
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 Washington, DC 20036
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DECLARATION

I, Rita Cohen, declare under penalty of perjury that the foregoing answers are true and correct, to the best of my knowledge, information, and belief.

Rita D. Cohen

Dated: Feb 18, 1998

CERTIFICATE OF SERVICE

I hereby certify that I have this date served the foregoing document upon all participants of record in this proceeding in accordance with section 12 of the rules of practice.



James R. Cregan

Washington, D.C.
February 18, 1998